**When we compare between the Arabic and the English commercials for the same product, we find out that they are quite different. Beside the language,however, the Arabic commercial begins with a mother who cares about her child, and wants him to be clean. Also, the mother is wearing a Hejab which is the thing that Arab people are distinguished with. On the other hand, the English commercial begins with a washing machine and a women wearing a casual dress.**

**Although the product is the same, The way it advertised was different when it was transferred into Arabic, because the Arabic world is mainly concerned with the family ties and the things that affect them. Also Arabic people like to use encouraging expressions. In addition, the Arabic commercials are a reflection of the Arabs’ religion and traditions such as the woman who is wearing Hijab . Arabic people like to compare between things to get their message across. This can be shown in the commercial when the mother tends to compare between the two children.**

**The English world is concerned with the individual more than the families, they don’t like to say too much words but they like to take action. That is why the people in English commercial use few words like “am cool like that”. English culture is concerned with the formal life, how to be a successful and how to work on things in a short period of time. That is why the commercial begins with washing machine and how it quickly works. The English people care about the costs of the products and this is shown in their commercial.**

**Each culture has its own way of advertising products. The commercials will not attract people’s attention if they are not related to them. For example, when English people watch the Arab-related commercial it will not make any sense to them and vice versa. Thus, without localization the product will not be sold.**

**English commercial** [**http://www.youtube.com/watch?v=-WMuNaoqpdw**](http://www.youtube.com/watch?v=-WMuNaoqpdw)

**Arabic commercial** [**http://www.youtube.com/watch?v=M9L4YtYdr-c**](http://www.youtube.com/watch?v=M9L4YtYdr-c)